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2016 Campaign Leadership Guide

Combined Federal Campaign of the National Capital Area

cfcnca.org





Dear Campaign Leaders:

Thank you for dedicating your valuable time and talent as a leader of the 2016 Combined Federal Campaign of the National Capital Area (CFCNCA). For 55 years, Federal employees have raised more than \$8 billion through the CFCNCA to help neighbors in need and vulnerable people around the world. That success would not be possible without the dedication of people like you who foster a spirit of giving and encourage fellow co-workers to support the causes that rely on contributions through the CFCNCA.

As the Chairperson of the Local Federal Coordinating Committee that oversees the campaign, I would like to thank you for serving as part of a powerful community that raises millions of dollars to help those in need each year. The work you do is critical to the success of this campaign, and the CFCNCA is extremely fortunate to have individuals such as yourselves working together to inspire thousands of Federal employees to support the causes that mean the most to them.

This year we will ask our colleagues to *Show Some Love* by making a pledge to one or more of the many worthy charities in the campaign. By *Showing Some Love*, we will help wounded warriors, provide medical care, feed the hungry, house the homeless, and make a difference in countless other ways.

Together we are able to have a direct and positive impact on the lives of millions of people who need our help. Thank you for supporting the mission of the CFC and for *Showing Some Love* through the 2016 campaign.

Regards,

A handwritten signature in black ink, appearing to be "VM" followed by a horizontal line.

Vincent N. Micone, III
Chairperson
Local Federal Coordinating Committee



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About the Combined Federal Campaign

The mission of the Combined Federal Campaign (CFC) is to provide Federal employees the opportunity to become philanthropists through a cost-efficient and effective program.

Each year, thousands of Federal employees volunteer to implement the campaign and inspire their colleagues to *Show Some Love* to the charities that mean the most to them. Your role is to coordinate the campaign within your department or agency. This guide will serve as a resource for you to plan and manage a successful 2016 campaign. Additional information can be found at cfcnca.org.

Important Facts

- The CFC is the largest workplace giving effort in the world. Over the past 55 years, Federal employees contributed more than \$8 billion through local campaigns across America and overseas. Last year, the CFC of the National Capital Area (CFCNCA) raised nearly \$47 million for participating charities.
- Giving through the CFC is easy! Simply choose your charity, determine the amount you want to pledge, and complete online at cfcnca.org or using a paper pledge form.
- The CFC provides a steady source of unrestricted funds to charities throughout the year.

Geographic Boundaries

The CFC allows employees to give to local, national and international charities. Our local area campaign in the Washington metropolitan area includes: the District of Columbia; Prince George's, Montgomery, Calvert and Charles Counties in Maryland; Arlington, Fairfax, Loudoun and Prince William Counties in Virginia. Virginia counties include all separately incorporated cities within the counties such as Manassas in Prince William County. The CFCNCA provides philanthropic opportunities for Federal employees. Only Federal employee contributions from within the geographic boundaries of the CFCNCA are accepted and disbursed to charities. Employees who work outside this area can contact their Local Federal Coordinating Committee or the Office of Personnel Management to determine how to contribute through their campaign.



"Many organizations don't have the resources to dedicate to fundraising. The CFC is a lifeline that affords them an opportunity to focus on what they do best, support those in need."

-Roger Mireles, U.S. Department of Agriculture



Campaign Leadership

Local Federal Coordinating Committee (LFCC)

Federal employees who provide leadership to local campaigns.

Principal Combined Fund Organization (PCFO)

The nonprofit organization that administers the local campaign and acts as fiscal agent under the direction and control of the LFCC. Global Impact serves as the PCFO for the CFCNCA.

Campaign Chairperson

The head of the department or agency who supports the campaign by participating in special events, approving campaign goals and providing the resources necessary to run an effective campaign.

Campaign Vice Chairperson

A senior official who secures the support of a department or agency's senior management team and participates in campaign events.

Loaned Executive (LE)

A Federal campaign worker who is detailed to work full-time for the CFC for approximately six months to support campaigns in his/her assigned department or agency.

Campaign Manager (CM)

A Federal employee who leads and coordinates the CFC and the campaign committee at a department or agency.

Campaign Coordinator

A Federal employee who recruits Keyworkers and orders and distributes campaign supplies at his/her department or agency.

Keyworker

A Federal employee who personally reaches out to colleagues to promote the CFC, answers questions about the campaign and asks people to participate in the CFC.

Payroll Specialist

Human Resources employees who process online and paper pledges, and coordinate with the payroll center.

Associate Director

A CFCNCA staff person assigned to departments or agencies to provide campaign assistance for LEs and campaign workers.

Local Federal Coordinating Committee

Vincent Micone, Chairperson

U.S. Department of Homeland Security

H. Brandon Haller, PhD, Vice-Chairperson

U.S. Government Accountability Office

Virginia Lum, General Counsel

U.S. Department of Justice

William Boyd, MD, Secretary

Food and Drug Administration

Bruce Alexander

U.S. Department of Agriculture

Nancy Bechtol, CFM

Smithsonian Institution

Nazmia Comrie

U.S. Department of Justice

Anthony De Cristofaro

U.S. Department of Defense

Douglas Fremont

U.S. Department of Energy

Shannon Reid Hamm

U.S. Department of Agriculture

Julia Hudson

U.S. General Services Administration

Rama Latin

U.S. Navy

Vanessa Lowe, MBA

National Credit Union Administration

Christopher Mahoney

Bureau of Engraving and Printing

Christine McMahon

U.S. Government Printing Office

James Plante

U.S. Department of Commerce

Sonya Proctor

Transportation Security Administration

Susan Rappa

Executive Office of the President

Raymond Sendejas

U. S. Department of the Treasury

Peggy Sherry

National Credit Union Administration

Ann Van Houten

U.S. Department of Homeland Security

Alan Warsaw

Pension Benefit Guaranty Corporation

Managing a Successful Campaign

Campaign Activities

This information will help you lead a successful 2016 campaign.

Campaign Preparation (August and September)

- Meet with your CFC Associate Director and your Loaned Executive.** They will work with you to review last year's results, plan this year's campaign and help you access numerous CFC resources, campaign management tools and marketing ideas to inspire a high rate of participation in the campaign.
- Make a campaign plan.** Consider the following areas:
 - Kickoff and other special events
 - Promotion, marketing and communications
 - Leadership support
 - Volunteer recruitment
 - Awards, recognition and closing event
- Review your department or agency resources and structure.** Count all of the physical locations of your department or agency and obtain the number of employees in each office. This information will allow you to determine the quantity of supplies to order, delivery locations and number of Keyworkers you will need. Also, obtain the Reporting Unit Numbers assigned to your organization from your LE, which will likely be similar to last year. The deadline for submitting any changes to campaign structure/offices from previous years to your LE is September 30.
- Meet with your Campaign Chairperson and Vice Chairperson** to ensure their active involvement in the campaign. The most successful campaigns are those with visible support from a department or agency's top leaders.
- Identify, recruit and train Campaign Coordinators and select a committee to meet regularly during the course of the campaign.** Campaign Coordinators and committee members will plan and implement critical elements of your campaign, including communications, data processing, logistics, marketing, finance, labor and events. It is best to include former Campaign Managers and Coordinators, and if possible, next year's Campaign Manager or Coordinator on your committee. Include enthusiastic, creative employees who represent different age groups, offices and experiences.
- Identify, recruit and train Keyworkers prior to your campaign kickoff.** Well-trained, eager Keyworkers are essential to the success of your campaign. Your LE will help you deliver useful training to your Keyworkers so they will be well prepared for their job.
- Meet with other internal teams to assist with campaign needs.** Identify IT contacts as members of your committee who will provide technology support and help address technology issues, such as firewall blocking. Create a plan with your payroll contact and confirm the process for submitting pledges. Contact your ethics office to discuss approval processes for events. Contact your communications team to assess necessary approvals.

Campaign Preparation (August and September) - continued

- Establish an account in Nexus.** Contact support@cfcnca.org to create your account in Nexus (cfcnexus.org/_cfcnca/) if you do not already have one. This system is used for much of campaign planning, reporting, supply orders and other activities.
- Order supplies.** Base the quantity of each supply on the number of employees. Place your order through Nexus.

During the Campaign (September through December)

- Promote the campaign.** Use posters, campaign cards, email, social media, intranet sites and events to educate and motivate employees to *Show Some Love*.
- Meet regularly with your Campaign Coordinators and committee.** Hold weekly meetings with Campaign Coordinators and committee members and periodically meet with your campaign Chairperson and/or Vice Chairperson to discuss and review campaign progress.
- Support your Keyworkers.** Familiarize yourself with the giving process and be available to Keyworkers who may have questions or need advice on being successful in their role.
- Process pledges and track results.** Complete the Pledge Form Carrier, enter data into Nexus, make deposits weekly and give payroll deduction pledges to the payroll department. Use the Nexus system or a dashboard you design to monitor your progress and create reports.

Closing out the Campaign (December through March)

- Report back.** Prepare a “lessons learned” report to present to next year’s Campaign Manager. Provide feedback to the CFC staff and your LE so we can continue to improve the campaign.
- Show Some Love to campaign workers and donors by thanking them sincerely.** Remember to order your CFC awards and certificates well ahead of your awards ceremony. (See more information about awards in the Awards and Recognition section of this guide.)
- Close out the campaign.** Order awards, plan an awards ceremony, track open deposit bags, collect final contributions, audit totals and attend the CFCNCA Finale.

Campaign Don'ts

The goal of the CFC is to provide a 100 percent informed opportunity for all potential contributors to give. Participation is voluntary and these coercive practices are strictly prohibited.

- ✗ Set a goal of 100 percent participation or establish personal dollar goals.
- ✗ Have supervisors solicit their direct reports.
- ✗ Use results as a factor in an employee’s performance appraisal.
- ✗ Develop or use lists of non-contributors or contributors for purposes other than the routine collection.
- ✗ Solicit pledges from outside the CFCNCA.
- ✗ Solicit contractors.

How to Recruit and Train Keyworkers

Recruiting

- Ask successful Keyworkers from previous years to serve again and seek their recommendations for others who would make good Keyworkers for the 2016 campaign.
- Look for the following characteristics in potential Keyworkers:
 - Committed employees who are likely to follow through on their responsibilities and are effective communicators.
 - People who have connections with a CFC charity or who enjoy giving back to their community.
- Keep in mind the newest person in the office may or may not be the best person to be a Keyworker and lower-graded workers may be reluctant to approach higher-graded employees.
- Make sure the candidate's supervisor is aware of and supports the Keyworker's responsibilities.
- Remind each candidate that you are asking them to serve as a Keyworker because they are well respected and excel at following through. Tell them it is a fun opportunity that provides the chance to be part of something important and enables them to meet new people.

Training

- Coordinate training dates with your LE, who will help you plan and execute your Keyworker training. You may need to hold multiple training sessions depending on the physical layout and size of your department or agency.
- Hold a training session, which should last less than an hour. During the session, you and your LE will discuss with your Keyworkers how to talk about the CFC to co-workers, process paperwork, complete the Pledge Form Carrier and utilize Reporting Unit Numbers. You will want to inspire your Keyworkers to talk face-to-face effectively with each of their assigned contacts.
- Set the training in a comfortable space with the ability to show PowerPoint slides. Give each Keyworker the Keyworker Guide and make sure each Keyworker has enough supplies for all assigned employees. Encourage Keyworkers to visit cfcnca.org to find tips, videos and additional training materials.
- Consider inviting a charity speaker (see instructions in section titled *How to Request Charity Participation at an Event*) to your training to inspire your Keyworkers. Remind Keyworker there are many organizations who count on CFC contributions to help those in need.
- Consider holding a make-up training session or schedule one-on-one sessions with any Keyworkers who are unable to attend a training, and provide them with the Keyworker Guide, which contains essential information and tips for success.

How to Order and Store Supplies

Campaign supplies may be ordered through Nexus from September 1 through December 9. Order shipments will begin after September 8. Please allow at least 10 calendar days for delivery. Have a plan for moving supplies from loading docks to storage locations. If your organization does not accept normal deliveries, provide an alternate delivery option and any special instructions when ordering.

To order supplies on Nexus:

1. Log in at cfcnexus.org/_cfcnca
2. Click "MyTools" then click "Supplies"

Select the appropriate amount of each item below, based on the number of employees:

- | | |
|----------------------------|-------------------------|
| a. 2016 Catalogs of Caring | e. Posters |
| b. Campaign Cards | f. Pledge Form Carriers |
| c. Paper Pledge Forms | g. Deposit Bags |
| d. ThankYou Cards | h. Keyworker Guides |

The following supplies may be ordered through your LE:

- Eagle and Double Eagle Lapel Pins for employees who pledge 1 percent or 2 percent of their salaries
- Vinyl banners (these are loaned to your campaign, please return them in a timely manner so other departments or agencies can use them)
- Disposable plastic banners
- Balloons
- Donor stickers
- A limited number of promotional items

How to Request Charity Participation at an Event

1. Using Nexus, log into your account.
2. Select Charity Events.
3. Create an event.
4. Fill out all the required fields to include specific event details and contact information.
5. All event requests must be made at least seven days in advance – the earlier the better.
6. After you submit your request, you can check on its status using your Event ID Code.
7. Every time there is an update to your event (e.g., a charity confirms or declines, your event has been completed) you will receive an auto-generated email to let you know.



Reaching Out to Remote Employees

Many employees work remotely through telework programs. Campaign Managers should consider the following key tips when managing a campaign in a telework and hoteling environment:

- Know your department or agency's telework policies.
- Set up a weekly teleconference with your campaign staff and remind them about the campaign by communications twice weekly through a variety of channels, like phone, email or instant message.
- Send periodic emails to department or agency employees describing ways to donate through the CFC, sharing compelling charity success stories and promoting campaign activities. The CFCNCA will provide a communications toolkit on cfcnca.org with sample emails.
- Create an internal CFC intranet page for your department or agency to show progress, events, ways to help with the campaign, where to donate, how to donate and more. Link to the page through a variety of communication vehicles (emails, instant messages, etc.) to keep everyone informed and excited about the campaign.
- Ask your members of leadership to record and send a phone blast or video message promoting the campaign. The message can be emailed to employees, posted on your intranet and shared via social media.
- Hold online auctions, contests or charity fairs by emailing and posting links to short videos produced by participating charities.

Promoting the Campaign

- Hold a charity fair or arrange for a visit to local charities to educate colleagues about the many organizations counting on their support.
- Hang campaign posters to build awareness and encourage colleagues to *Show Some Love*.
- Hold special events such as ice cream socials, chili cook-offs, talent shows, mini-golf in the hallways, silent auctions, community service days and of course, kickoff and closing celebrations to bring excitement to your campaign. These are just a few of the many fun-filled events departments or agencies organize – get creative!
- Utilize websites, intranet sites, social media and email to publicize the campaign. Develop a special CFC section on your website that highlights the benefits of giving, tells inspiring stories of people who have been helped by the campaign, shows photos of your campaign activities and highlights progress toward your goals.
- Send an email to marketing@cfcnca.org with event pictures and personal stories about how you and your colleagues *Show Some Love* to the CFC, and you may be featured on cfcnca.org or the CFCNCA social media channels.
- For more event ideas and tips, visit the Campaign Worker section on cfcnca.org.



Key Campaign Dates

September 1, 2016	Campaign Leadership Conference
September 21, 2016	Show Some Love Day #1: <i>Show Some Love Online</i>
September 30, 2016	Last Day to Submit Reporting Unit Number Changes
October 11, 2016	Show Some Love Day #2: <i>Show Your Cause</i>
November 1, 2016	Show Some Love Day #3: <i>Show Some Moves Challenge</i>
November 21, 2016	Show Some Love Day #4: <i>Celebrate Thanksgiving with a Random Act of Kindness</i>
November 29, 2016	Giving Tuesday
December 1, 2016	Campaign Contest Begins
January 20, 2017	Campaign Contest Ends
March 2017	Campaign Finale

Processing Donations

How to Process Cash, Checks and Paper Pledge Forms

A benefit to giving online is that there is no paperwork to collect and process. For paper pledges, you will need to follow the steps listed below to process the donation.

Keyworker



Collects cash, checks and paper pledge forms.



Checks paper pledge forms for errors.



Puts WHITE copies of paper pledge forms with cash or checks in the WHITE envelope of the Pledge Form Carrier.



Puts YELLOW copies of paper pledge forms in the YELLOW envelope of the Pledge Form Carrier.



Gives completed Pledge Form Carrier to Campaign Manager or Coordinator.

Campaign Manager or Coordinator



Gives YELLOW Pledge Form Carrier envelope to payroll department.



Completes the Deposit Bag Slip on Nexus and prints two copies.



Completes Deposit Bag and includes one copy of Deposit Bag Slip.



Promptly delivers Deposit Bag to deposit drop off location. Receiver signs second copy of Deposit Bag Slip.



Keeps signed copy of Deposit Bag Slip as proof of deposit in case of discrepancies during the audit.

Deposit Bag Tips

- CFC staff and LEs cannot bring your completed Deposit Bags to drop-off locations.
- All checks must be payable to the CFCNCA. Checks made payable to charities will not be accepted. Such checks will be returned to the contributors and will require a correction in the audit of your campaign.
- Whenever possible, convert coins to dollar bills. Excessive coins may tear the Pledge Form Carrier.

Common Pledge Form Errors

- The pledge form is illegible.
- Total Gift and Annual Amount are incorrect – use a payroll calculation table.
- Invalid Charity Code – check that it is five digits.
- Reporting Unit Number is missing.
- Payroll Pledge is NOT signed.
- Social Security number or EIN is missing on payroll deductions – payroll deduction cannot be authorized without number.

How to Process Donations Collected at Events

1. Fill out the line on the Pledge Form Carrier earmarked for special event proceeds.
2. Download the Special Events Proceeds Form from cfcnca.org, then complete and obtain signatures from two employees to verify the accuracy of the total funds.
3. Insert the signed copy of Special Events Proceeds Form into the Pledge Form Carrier envelope clipped to the event funds. Keep a copy for your records.
4. Log on to Nexus and complete the line item in the Deposit Bag to report event donations. Also enter this amount on the Total Special Event Proceeds line on the Deposit Bag.

Processing Paper Pledge Forms for Military Members Not Assigned to a DoD Agency

If a paper pledge form is received from a military member not assigned to a U.S. Department of Defense organization, the Campaign Manager must send the yellow copy of the paper pledge form to the proper office:

Army

Administrative Assistant to the
Secretary-OAA-HRMD
9301 Chapek Road, Building 1458, 2nd Floor,
Room 2NE3312
Fort Belvoir, VA 22060

Air Force

11CPTS/FMO
1500 Perimeter Road, Suite 2780
Joint Base Andrews, MD 20762

Marines

Active Duty Marine Corps Payroll
ATTN: CONAD Henderson Hall
Bldg. 29, Room 205
HQBN - MCNCRC
1555 Southgate Road
Arlington, VA 22214

Navy

Personnel Support — Detachment Washington
235 Wick Drive SW, Bldg. 92
Naval District Washington
Washington, DC 20373-5803

Coast Guard

Yellow slips should be forwarded to the
CFCNCA office; they will be sent to the U.S.
Department of Homeland Security.

CFCNCA

ATTN: Edith Parrish
1717 H Street NW #800
Washington, DC 20006

Best Practice:

National Institutes of Health

NIH used YouTube, Facebook and Twitter for a well-rounded social media strategy. They shared videos from agency leadership, provided links to pledging platforms and live-tweeted their events and activities.



Reporting Campaign Progress

How to Access and Utilize Reports in Nexus

The following reports are available in Nexus to help Campaign Managers track and manage their CFC progress utilizing real-time data. To access these reports, log into Nexus at cfcnexus.org/_cfcnca. Click “my tools” and then “reports.” If you need additional information, contact your LE or visit cfcnca.org and click on the “Campaign Workers” tab.

Department or Agency Overview Report – This report provides current results prior to the audit, including number of pledges, total dollars raised, average dollar gift, FTEs, percent participation, per capita dollars raised and goals.

- Click on the department or agency name to see totals by types of pledge.
- Click on the green plus sign to drill down by Reporting Unit name.
- Click on “CSV Option” to download this report. There are two CSV downloads – one that matches screen information and one that contains audited data.

Point in Time – This report provides a snapshot of totals an agency has reached at a certain point in the past. Combined with an agency overview report, you will be able to compare campaign progress from years past to the current year.

Campaign Dashboard

- Events and Supplies Reports
 - Events – request charity participation at special events.
 - Supplies – submit a supply order and view approval status and delivery date.
- Deposit Bag Status – Provides deposit bag number, agency name, creator name, creation date, bag status, received status and the quantity of Pledge Form Carriers in the bag. Click drop-down menu labeled “Deposits” to view the dollar totals of the contents of the deposit bag.

Please note: In Nexus, a reporting number is also called an Agency Identifier. FTEs are referred to as #Employees.

“Most people want to help but are always so busy working that we miss opportunities. The CFC gives us an easy opportunity to contribute to organizations actively helping those people in need.”

-IT2 David Blake, U.S. Navy



Reporting for Payroll Specialists

If your department or agency uses Nexus for payroll pledging, you will need a Payroll Specialist. (If your department or agency uses MyPay or EEX, you will not need a Payroll Specialist.)

After a donor makes an online payroll deduction pledge, the information must be sent to your agency's payroll department to process. The Office of the Chief Human Capital Officer will designate a Payroll Specialist to manage the processing of online payroll deduction pledges. The Campaign Manager and Payroll Specialist can use one of the three reporting procedures below to handle this process. All of these reports can be accessed by logging into Nexus and clicking the "MyTools" tab.

Processing Pledges

An on-screen report that enables you to drill down by agency group, agency and unit. At the agency ID level, it reveals each pledge by type, date of pledge, donor name, email address, total donation and processing status. Click either Processing Pledges (single) or Processing Pledges (bulk).

Standard Download

An Excel-readable report that shows all pledges by agency group, agency unit, donor name, pledge number, pledge date, pledge type, civilian or military, multiplier, pay period multiplier, allocation, total pledge amount, processing status and pledge form type. Click on "CSV Option" to download this report.

Custom Payroll Download

A CSV report that permits custom selections for each payroll pledge data field and column order. This report also provides the ability to rename column headings so agencies can select the information required by the payroll vendor and easily upload payroll information into payroll systems.



"The CFC is important because it brings awareness to the thousands of charities that are in existence, in addition to being one of the few revenue sources that charities can actually count on."

-Joanne Redd, U.S. Postal Service

Awards and Recognition

Some of the campaign's most important activities take place after the campaign has ended. This is the time to *Show Some Love* and say "thank you" to department or agency leadership, campaign workers and donors. Recognition and appreciation builds morale and a strong foundation for next year's campaign.

- Thank your Keyworkers for a job well done and present them with Certificates of Appreciation.
- Encourage Keyworkers to hand out CFCThankYou Cards and/or write personal thank you notes to their assigned employees.
- Send letters/emails from the Campaign Chairperson to Keyworkers, campaign workers and donors.
- Hold a recognition reception for campaign workers.
- Give pins to donors who have self-identified as earning Eagle or Double Eagle Awards.

Department or Agency Recognition

The CFCNCA provides awards for departments, agencies and Reporting Units for a variety of contributions and efforts. In an effort to direct more dollars to charities, Reporting Units must have a minimum of 100 employees to qualify for a plaque award. Reporting Units under 100 employees can download certificates at cfcnca.org.

President's Award

for Reporting Units with
75 percent employee participation
or **\$275 per capita gift**

Chairperson's Award

for Reporting Units with
67 percent employee participation
or **\$225 per capita gift**

Honor Award

for Reporting Units with
60 percent employee participation
or **\$175 per capita gift**

Merit Award

for Reporting Units with
50 percent employee participation
or **\$125 per capita gift**

Million Dollar Circle Award

for departments or agencies
that generate **more than**
\$1 million in donations

Summit Award

for departments or agencies that
achieve a **3 percent increase in total**
dollars raised

Participation Achievement Award

for departments or agencies that
achieve a **2 percent increase in**
participation

eGiving Award

for departments or agencies that have
at least a **10 percent increase in online**
donations with a minimum of 10
online donations

Campaign Workers Recognition

Download and customize the following certificates on cfcnca.org to *Show Some Love* to Campaign Workers:

- **Most Valuable Fundraiser** for Campaign Managers, Campaign Coordinators and other members of your CFC committee.
- **Special Service** for campaign workers who have provided outstanding service to the campaign.
- **Certificate of Appreciation** for each Keyworker.
- **Outstanding Payroll Deduction Giving** for attaining an exemplary level of support for the CFC with 75 percent or more of contributors making payroll deduction gifts.
- **100 Percent of Goal** for any Reporting Unit meeting or exceeding its campaign goal.



Donor Recognition

- Eagle and Double Eagle lapel pins are available for donors who give 1 percent or 2 percent of their gross annual salary, respectively. Encourage Eagle and Double Eagle Donors to self-identify if they want a pin. The CFC is not able to provide lists of Eagle and Double Eagle Donors.
- Donor stickers and a personal thank you.

Ordering Awards

It is best to place orders for awards and certificates once you receive the final audited numbers for your campaign. Campaign Managers should verify the accurate spelling for engraving on plaques prior to placing the order. Once your order has been approved, any request for changes will be reviewed and may delay the process. Plaques will be delivered to the address entered in Nexus. Please allow 10 working days for preparation and delivery. Each eligible unit is limited to one complimentary award per category.

The deadline for ordering awards through Nexus is March 31, 2017. After that date, you will need to contact the CFC staff to order plaques. Campaign Managers or their designees can use Nexus to order these awards: President's, Chairperson's, Honor and Merit Awards. Orders for the following awards should be made through your LE: Million Dollar Circle, Summit, Participation Achievement and eGiving.

Best Practice:

Farm Credit Administration

They hosted a powerful kickoff, creating their own version of the "Price is Right" game show. The Farm Credit Administration kept the communication strong throughout the campaign with articles in employee newsletters, maintaining their SharePoint site and more. They raised 153 percent of their goal.



FAQs

Why is the CFC important?

Over the past 55 years, Federal employees contributed more than \$8 billion through regional CFCs across America and overseas. The CFCNCA is the largest workplace giving campaign in the world. Last year, Federal employees generously pledged more than \$46 million to charities through the CFCNCA.

How do charities become part of the CFC?

Charities must apply to be part of the CFC. Each charity must be a 501(c)(3) nonprofit organization, submit an IRS Form 990, describe its human health and welfare benefits and meet other requirements. Application information can be found at cfcnca.org or opm.gov/cfc.

Why do charities love the CFC?

Charities truly love the CFC. It is a critical source of revenue and an inexpensive way to attract new donors. Charities require diverse streams of income, including foundations, corporations, direct mail, special events and the CFC. CFC donations are especially treasured because they are unrestricted funds, allowing nonprofit organizations to effectively respond to community needs. Equally important, CFC donations provide charities with a source of funding received throughout the year.

How do I choose a charity to support?

The charity search function on cfcnca.org can help you find the right charity for you. Search for causes that interest you and get a list of charities that support that cause, then make your donation online or by filling out a paper pledge form.

Is there a minimum donation?

There is a \$1 minimum per pay period for payroll deduction.

Will my contribution really make a difference?

Absolutely! Just look at these examples:



\$100 PER PAY PERIOD*

Supplies 32 wounded soldiers with a care package necessary for a comfortable flight home.



\$50 PER PAY PERIOD*

Vaccinates 960 children against polio.



\$20 PER PAY PERIOD*

Provides health care services to 24 mothers and their babies, from pregnancy to post-delivery.



\$10 PER PAY PERIOD*

Plants 240 trees.

*based on 24 total pay periods

How can I make my CFC pledge?

Pledges can be recurring or one-time donations and are made online or by paper pledge form. When giving online, you can contribute through the CFC by payroll deduction, credit card, debit card or eCheck. When giving using a paper pledge form, you can contribute through the CFC by payroll deduction, cash or check.

What if I do not want my co-workers to know how much I gave or which charities I chose?

When you give online, your charities and donation amount will be confidential, unless given by payroll deduction. Then only the finance clerk who processes your pledge will be able to see your deduction amount. If you prefer to make a paper pledge, give your pledge form to your Keyworker in a sealed envelope marked "confidential." Your pledge will not be opened or processed until it reaches the Campaign Manager.

What happens to undesignated donations?

All undesignated donations are combined and shared proportionately among all charities and federations that received designations.

How much money goes to administrative overhead instead of to the charities?

All fundraising has some administrative overhead. The overhead rate for the CFCNCA is only around 9 percent, a fraction of the 35 percent deemed acceptable by the Better Business Bureau.

If giving by check, whom should it be made out to?

CFCNCA

How can I get help or more information?

Talk to your Loaned Executive or CFCNCA Associate Director. Visit cfcnca.org for more ways to *Show Some Love* and for tools to be a successful campaign worker. You can also contact the CFCNCA Help Desk:

CFCNCA Help Desk
(202) 465-7230
support@cfcnca.org

Best Practice:

U.S. Department of Agriculture, Foreign Agricultural Service

Keyworkers created a "CFC Giving Apple Tree" display, and the apples on the tree contained facts about the campaign or inspirational quotes. The tree was attached to a cart that brought refreshments to various offices.



Checklist

Campaign Preparation (August and September)

- Meet with CFC Associate Director and your Loaned Executive
- Determine your employee count and submit that and other unit updates to your LE
- Make a campaign plan, including events (kickoff, campaign contest, closing, etc.), communication and promotion
- Meet with campaign Chairperson and Vice Chairperson
- Identify and Recruit Coordinators, committee members and Keyworkers
- Schedule and conduct Coordinator and Keyworker trainings
- Schedule meetings throughout the campaign with Campaign Coordinators, committee members, Leadership and Keyworkers
- Meet with payroll department and create a finance plan and pledge drop off process
- Establish Nexus account
- Determine supply amounts and place order

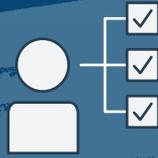
During the Campaign (September – December)

- Promote campaign on website, intranet, social media, including the campaign contest
- Send emails/newsletters to employees
- Hang campaign posters
- Hold a kickoff event with Leadership
- Meet regularly with Campaign Coordinator and committee members
- Meet periodically with Campaign Chairperson or Vice Chairperson
- Process pledges: complete Pledge Form Carrier, enter data into Nexus, make deposits weekly
- Give payroll deduction pledges to payroll department weekly
- Track results

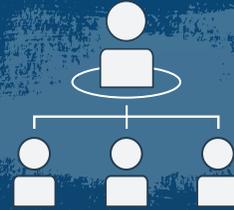
Closing out the Campaign (December – March)

- Track and resolve open deposit bags
- Prepare “lessons learned” report
- Hold closing event
- Recognize campaign workers and donors

Tips for Being an Effective Campaign Leader



Make a campaign plan



Involve senior department or agency leadership



Build a campaign committee



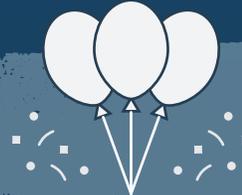
Recruit and appreciate Keyworkers



Promote the campaign



Track results



Celebrate your accomplishments